

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

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FEB 26 2007

Listing of Claims:

1. (Currently amended) A data receiving apparatus for receiving data sent via a broadcast wave or an electric communication line, comprising:

a receiving unit for receiving said data;

a storage unit for storing received data; and

a processing unit for securing ~~[[an]]~~ exclusive memory ~~area~~ areas each being exclusively usable by a respective provider or ~~[[a]]~~ sender of said data in said storage unit, in response to a corresponding instruction from a user of said data receiving apparatus other than said provider or said sender,

wherein said storage unit has a plurality of memory areas logically or physically separated from one ~~another~~ another, wherein said plurality of memory areas include said exclusive memory ~~area~~ areas, and wherein each said exclusive memory area is a restricted memory area subjected to restriction such that at least one of ~~writing, reading, alteration and deletion~~ of said data is prohibited if based on an instruction from ~~a~~ the user of said data receiving apparatus other than said provider or said sender, a provider other than said provider, or a sender other than said sender.

2. (Previously presented) A data receiving apparatus according to claim 1, wherein said storage unit has a user memory area for storing received data in accordance with an instruction from a user of said data receiving apparatus.

3. (Previously presented) A data receiving apparatus according to claim 2, wherein said processing unit displays on a display unit at least one of an entire memory capacity, an entire storage time duration, an unused memory capacity, a remaining storage time duration, a used memory capacity and a memory-used time duration of said user memory area.

4. (Previously presented) A data receiving apparatus according to claim 1, wherein said processing unit sends an entire memory capacity or an entire storage time duration onto an electric communication line in accordance with a predetermined schedule, upon reception of a request over said electric communication line or upon detection of occurrence of a damage of said exclusive memory area.

5. (Previously presented) A data receiving apparatus according to claim 1, wherein based on an identifier added to received data, said processing unit determines if said received data is data to be stored in said exclusive memory area.

6. (Currently amended) A data receiving apparatus according to claim 1, wherein said storage unit has a plurality of said exclusive memory areas physically or logically separated from one another in association with a plurality of providers or senders.

7. - 48. (Canceled).

49. (Currently amended) A data receiving apparatus according to ~~Claim~~ 48Claim 1, wherein those memory areas which are other than said restricted memory area areas store main data about a broadcast program; and

each said restricted memory area stores sub data about a commercial, commodity sales, service providing offer, commodity or service catalog.

50. (Currently amended) A data receiving apparatus according to Claim 49, wherein said processing unit changes sub data included in said main data to said sub data stored in one of said restricted memory ~~area~~ areas, and ~~displaying~~ displays said main data containing said changed sub data on a display unit.

51. (Previously presented) A data receiving apparatus according to Claim 50, wherein said processing unit changes sub data included in said main data to said sub data stored in said restricted memory area when making a decision that an expiration period of said sub data included in said main data has passed.

52. (Previously presented) A data receiving apparatus according to Claim 50, wherein said processing unit changes sub data included in said main data to said sub data stored in said restricted memory area in accordance with a priority order predetermined for said sub data stored in said restricted memory area..

53. (Previously presented) A data receiving apparatus according to Claim 49, wherein said processing unit inserts said sub data in said main data and displaying that sub data inserted main data on a display unit.

54. (Currently amended) A data receiving method of receiving data sent via a broadcast wave or an electric communication line, comprising the steps of:

securing an exclusive memory area ~~area~~, exclusively usable by a respective provider or ~~[[a]]~~ sender of said ~~data~~ data, in a storage area, in response to a corresponding instruction from a user of said data other than said provider or said sender; and

storing received data in different memory areas among a plurality of memory areas in a storage unit, which are logically or physically separated from one another, in accordance with an identifier added to said received data, wherein said different memory areas include said exclusive memory area, wherein said received data is stored in said exclusive memory area when said received data is what is desired by said provider or sender to be stored in said exclusive memory area; and

~~and wherein~~ wherein said exclusive memory area is a restricted memory area subjected to restriction such that at least one of ~~writing, reading, alteration and~~ deletion of said data is prohibited if based on an instruction from a user of said data receiving apparatus other than said provider or said sender, a provider other than said provider, or a sender other than said sender.

55. — 58. (Canceled)